Sustainable Community Design

"Strengthening Local Community"

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Content

1. Executive Summary

The IATSS Forum's 54th batch focused on the theme Sustainable Community Design, and explored the concept and the strategies to mobilize resources to achieve sustainable communities. The program is consist of seminars, lectures, and field study tours to help participants understand what contributes in creating a sustainable future with the community for future generations.

The Theme Study on the Sustainable Community Design consists of the group's 1.) Views and thoughts about "Sustainable Community Design" 2.) Take away from the study and how they we apply it? And 3.) Lessons learned from group study.

Ssustainable community is a self-support system where various stakeholders can collaborate and maximize their local resources to adapt and keep a balance among the society, economy and environment. Man plays a key role in mobilizing all resources in the community. Without human, the resources such as people, money, culture, information, natural resources, technology and innovation cannot be utilized. There are five factors that help people mobilize the resources for creating the sustainable communities. This includes leadership, collaboration among stakeholders, awareness of resource management, regulations and policies and capacity building.

One common issue among countries with urban lifestyle is weak social tie among members of the local community. The weak social tie is caused by people's passive mind-set and the weak local network system among them. The project on strengthening social tie in the local community includes the following objectives: 1.) to identify profile of community; 2.) to form groups for continuous engagement and 3.)to strengthen local network system.

To achieve the following goals, the project will implement the Hello! Campaign to achieve the first objective. The Hello! Campaign will help achieve the project's first objective of bringing together the local community in a common space and common time and knowing their profile. Also, the campaign will be used as a tool to kick-start the mission of the project which is to strengthen social ties and foster a greater sense of belonging in the community.

As for its future plan, the project will also organize community activities, identify community leaders and train community leaders.

This report also cover the lessons learned during the group study as well as challenges and solutions undertaken by the team C^3 (C-Cube).

2. Introduction and Background

2.1 Introduction of Team Name

Our team name is C^3 (C-Cube). There are two reasons why we selected this name. First, on the first day of the group study, we were assigned to be the third group, called Group C. Thus, we decided to use the letter "C" in our team name. The second reason is the definition of sustainable communities. On the day we discussed about the definition of sustainable communities, we realized that our team members had a common goal which is "at the end of the day, we hope that our **communities** will have a strong **collaboration** among stakeholders in order to balance the three dimensions of sustainability which includes society, economy, and environment and to be able to deal with any **changes** affecting our communities. The key word of our common goal were "community", "collaboration", and "change". Thus, we decided to select the name "C^3 (C-Cube)" as our team name.

2.1 Workflow

We identified the Workflow to solve a problem. This workflow is composed of four phases – Problem identification, Root cause analysis, Countermeasures identification, Action plan development.

Step 1: Problem identification
In this phase, we identify the problem thorough discussion. We need to identify it specifically because an ambiguous identification makes subsequent phases difficult to discuss.

Step 2: Root cause analysis
In this phase, we identify the root cause which is possible for us to be solved of the problem by utilizing an analytical method.

Step 3: Countermeasures identification

In this phase, we define the Vision, the Mission and the Objectives and identify the countermeasures which is possible for us to implement in order to solve the cause.

Step 4: Action plan

In this phase, we clarify what the contents of Action plan are, what the resources we need to implement the each actions are and who the stakeholders should be involved are. And we try to focus on a specific area for a pilot implement.

4.1 What are sustainable communities?
       4.1.1 Team Definition of the key elements
       – to incorporate what have we learnt from the seminars

Lessons Learned from the General Seminars and Field Studies

The following are the learning key points during the general seminars and field studies:

Self-support system

- OVOP: Government on helping citizens who helped themselves as people should not be passive participants but rather active and involved members of the society. Decentralize the political system in order to empower the local community.
- Moku Moku Farm: Farmers grow their own vegetables and sell direct to the customers at the farmer's market.
- Theme study 1: In the case study of Eritrea, the eco-system can be independence from external factors. People used seawater to raise fish and shrimp. Also, they grew mangrove forestry and halophyte. Mangrove forest created rain, so the residents consumed and collected fresh water by creating pools.
- Theme study 2: In the Ladakh case, Ladahki people, previously, stayed in the self-support community. Thus, they were happy with their lives. However, when the globalization entered to the community, people in the community were less happy because they depended on products/services from external areas.
- Disaster mitigation: When disaster occurs, government help is restrictive. Therefore, self-reliance is important in the recovery of lives as 'self-help' and 'mutual help' in the local community contributes to disaster reduction.

Collaboration among stakeholders

- OVOP: Collaboration among stakeholders such as government, non-government and mass media can help to maximize resources and foster collective effort in the community.
- Toba trip: eg. The school, parents, students and expert (Kiku-San) come together to introduce the Shimakko Guide
- Nishiyodogawa: The Aozora Foundation is a non-profit organization that work as intermediate in order to interlink between the government and citizen. Also, when the air quality level is lower than the standard, the government warns the local residents to be aware of the pollution.
Also, the Nishiyodogawa government asks truck drivers to use another road to reduce the concentration of the polluting substances in the air
- Environment: All stakeholders should be working together to address root causes of environmental degradation and help eradicate poverty, apply green technology, and educate people on sustainable development

Balancing Social, Economy and Environment (SEE)

- Toba: Maintaining a balance among the community's social, economic and environmental efforts should be the goal of a sustainable community. There should be a holistic approach in implementing community activities; considering the welfare of the people, economic gain and the preservation of the environment. The Ama divers as well as the Shimakko guides are both in the process of achieving a sustainable community. There are areas in their systems that could be improved so as to achieve this goal. For the Ama divers, a more aggressive approach to combat the dying Ama culture is needed. There should be an action plan for promoting Ama culture. Toba city can come up with awareness campaigns and educational efforts to inform the public. This way, more people will know about Ama and may be encouraged to be a diver. However, to avoid the exploitation of the environment, the Toba City government should also impose laws and regulations related to preservation.
- Sustainable II: The concept of Lifestyles of Health and Sustainability (LOHAS) encourages local citizen to consume their local product. Connecting the rural and urban areas of a society In order to solve a societal issue is also important. We should look into the coordination and collaboration that these two areas can pursue. This will include the careful management of human and environmental resources of both rural and urban areas.
- Environment: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".
- Education: Education can be a tool to help achieve a peaceful and sustainable world. It makes us realize that we are all members of the global community and that our challenges and problems are interconnected. A sustainable society can respond to challenges and changes with capability and flexibility.

Maximize Local Resources:

- OVOP: Hiramatsu Morihiko, former Governor of OITA prefecture bring the village product to the international community and other regions to maximize the local product managed by local people. The government encouraged the community to observe, imitate and modify the products to encourage positive competitiveness.
- Moku Moku Farm: Unsold products are sold to the Moku Moku restaurants and offered to other customers in order to maximize the local product

Adaption:

- Traditional Japanese Culture: Tradition and culture may also adapt to changing times and modernization. In fact, some traditions have survived the times because it was able to adapt to changes and was able to continuously improve. Mr. Hosoo introduced new ways of traditional dyeing of kimono and applied to a variety of products using new technology

- Environment: The adaption and the mitigation are necessary in order to sustain the environment.

The group came up with its own definition of sustainable community:

"A **sustainable community** is a **self-support system** where various stakeholders can **collaborate** and **maximize their local resources** to **adapt** and keep a **balance among the society, economy and environment***.*"

4.2 How to mobilize resources to achieve sustainable communities?

To answer this question, there are some important questions we have to answer before mobilizing the resources. First question is "What resources do you need to achieve the sustainable community?" The second question is "Who are the owners of those stakeholders?"

From those two questions, our group did resources-stakeholders analysis (Table 1).

Table 1. Resources-Stakeholder Analysis

Stakeholders	People Network Labor	Goods Products Resource	Funding $	INFO Word of mouth	Culture	TECH
Government	✓		✓	✓		✓
NGOs/NPOs	✓			✓		
Local Residents	✓	✓		✓	✓	
Private Sectors	✓	✓	✓	✓		✓
Experts	✓			✓		✓
Mass Media	✓			✓		
External Volunteers	✓			✓		
Public Institutions	✓			✓		✓

After identifying resources and stakeholders, we realized that human is the key factor to mobilize all resources. Without human, the resources cannot be utilized. For instance, people do mining in order to get minerals, such as coal, to generate electricity for their own purposes. Therefore, to mobilize resources effectively to reach the sustainable communities, we have to focus on what important factors for people to mobilize resources are.
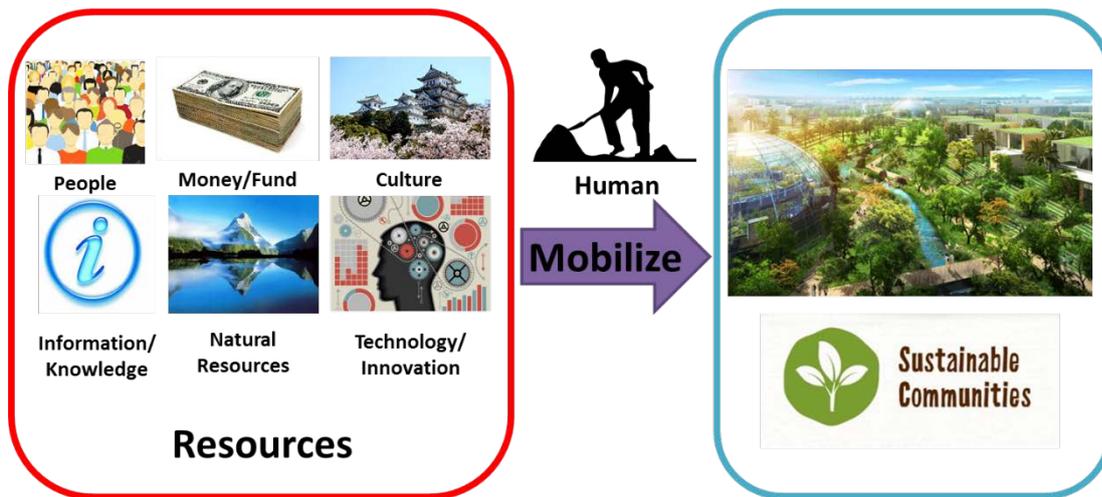
There are five factors that help people mobilize the resources for creating the sustainable communities.

1. Leadership

Leadership is important for mobilizing the resources. Leadership is not only for the community members but also for all stakeholders. All stakeholders need leadership skills to manage their resources and work with other stakeholders to reach the common goals. For the local communities, leaders with good leadership skills will initiate and engage the community members to drive their communities. Also, they can identify the issues in their communities and point out what kind of resources are needed and how to get these resources. To form leadership in the communities, we need to create and/or encourage people to be leaders.

2. Collaboration among stakeholders

To reach to sustainable communities, the communities need to utilize many resources. However, those resources, sometimes, are not belonging to the communities themselves. Other stakeholders might own those resources. For example, the natural resources belong to the government. If the communities need to use those natural resources, they have to work with the government to get a permission. Thus, collaboration among stakeholders is important to mobilize resources in order to achieve the sustainable communities. There are many ways to get collaboration among stakeholders. One common way is to set up a local committee to identify issues and required resources. If the issues are complicated, the committee can also set up a working taskforce to solve the issues. These two groups will be composed of people from the local communities and from relating stakeholders. This system can encourage all stakeholders to work together.

3. Awareness of resources management

Even though the communities have good leaders and collaborate with other stakeholders to utilize the resources, the communities are still not sustainable. Many resources are limited

and not renewable. Using those resources without the awareness of the limitation will cause some problems, such as the scarcity of the non-renewable resources. Moreover, some resources have negative effects if the communities use them without the recognition of the negative side, it will cause problems to the communities. For example, using coal for generating electricity without applying the clean technology will cause a pollution problem in the communities. To prevent these two issues, the resources management is the key. The communities' members should keep the concept of resources management in their mind. The way to create or increase the awareness of resources management is to create mindset of ownership for the community's members. This would help the community members think about how to utilize their resources efficiently.

4. Regulation and Policy

Regulation and policy from the government are important for people to mobilize resources. The government has its power to control resources by using a policy or regulations to prevent too much resources consumption or to accelerate the use of resources to support the development of sustainable communities. For example, in the case of the earthquake in Kobe, local and national government implemented the subsidiaries policies for victims. Thus, the governments mobilized their resource, money, to the victims in Kobe. This encouraged the victims to access to the government fund.

5. Capacity building

Training people about knowledge and skills for creating the sustainable communities are the key factor to help people mobilize resources to achieve the sustainable communities. Even they have good leaders, strong network among stakeholders, high level of the awareness of resource utilization, and the well-designed policies, the local communities might still cannot achieve the sustainable communities. Nowadays, many people do not have a clear picture of sustainable community. They might know just only the concept but do not know the core value of the sustainable community. Without having the detail knowledge of sustainable communities, people cannot set up the objective to mobilize resources for the sustainable communities.

5. Part B:
5.1 Background (Common issues, 5 WHYs, Effects, Rural-Urban Analysis)

Common Issues

From the group discussion, we identified current situation in each country. The issues are waste management, education, disaster preparedness and mitigation, weak social ties in the urban area, poor urban planning, pollution (air, water, land, and noise), and out migration. For waste management, in some countries already have a waste management system. People are encouraged to segregate the garbage but the system is not successful. Many people just throw and mix the garbage even separated garbage bins are provided. From this phenomenon, we can see that the awareness of community on waste management is low.

The second issues are education. In some countries there are gaps on education. For example in the infrastructure, low quality of teacher that impact on the low quality of teaching. The third issues are disaster preparedness and mitigation. The Philippines, Japan, Indonesia, Bangkok and Myanmar are hazard prone country. Refers to the field study in Kobe, each country need develop a good system on disaster preparedness and mitigation. This is important, for example, when disaster occurred, local community has capacity to evacuate and help themselves (self-help system). Another issue is the weak social tie in the community. Local community in the urban area tend to have no relationship with their neighbours because of their busy lifestyle. Another issue is poor urban planning that increases risk of disaster, such as flood, and fire. Poor urban planning cause effect on difficulties on evacuation route, because of the narrow road. Beside issues mention above, most of our countries are facing various pollution issues such as air, water, land, and noise. This pollution caused by many factories and industry. The last common issue among our countries is out migration. This phenomena happens in the rural area. Most of young people go to the city to get better work because limited opportunity in the rural area. Because of the complex situation in our country, the group decided to select weak social communities that need to be addressed because the team thought that if we can strengthen social communities, we can solve the other issues.

Effects of Weak social ties in the urban area

We have learnt the effects of weak social ties in the urban area through the field studies. Mr Kawai who is a local leader in Noda-north district shared with us that the people who were not known to anyone were not saved when the Great Hanshin-Awaji Earthquake occurred. And Mr. Tatsumi who is the founder of Aozora-en day care centre shared with us the problems which elderly people die alone. Because they do not have close relationships in the local community, nobody did not perceive changes in their physical conditions. Furthermore suicide of young people has become a social problem. The friend of our group member had committed suicide but people around him – the friends, the colleagues, the

girlfriend and even the family – had not known the reason. Also, losing of traditions and cultures has become a social problem. For example, some Japanese do not know how to pray in shrines. These issues occur not only in Japan but also in ASEAN countries.

The cause analysis of Weak social ties in the urban area

<Figure 1 - 5 WHYs analysis>

We analysed why those effects described previously have been occurring by utilizing 5 WHYs method. This method is often utilized to improve quality of products or manufacturing processes in the motor vehicle companies. This method has helped us to understand root causes by repeating 'why' five times.

Why social ties in the urban area are weak? We had identified the two root causes – "Passive mind-set" and "Weak local network system". The former means that local residents in the urban area tend to be individualistic or have no will and no motivation. The latter means lack of leaders taking initiative and lack of collaboration among local stakeholders.

Rural-Urban Analysis

Most of our participants live in urban area and few are live in the village with urban lifestyle. There are some differences between urban and rural area. Most of people living in urban area are busy with their life. They busy with their job and business activities. Most of them are working spent more than 40 hours per week for job so that they have not enough time to participate community activities. This condition is different with the rural area. People in the rural area mostly has more time to spent with the other local resident because they have same activities, for example working in the agriculture.

In the rural area, people have direct interaction with nature and have enough space while people in the urban area have different environment and barriers. For example, there is issue on poor urban planning, such as many high building, densely populated resident and less public space. With this condition, people in rural area has more strong social ties compare to urban community because they have close relationship each other and it's quite easy to gather them in the community activities.

5.2 Countermeasures for passive mindset /weak local network system

Our Vision

A cohesive community that is self-reliant and empowered to resolve local issues in time of crisis.

Our Mission

To strengthen social ties and foster a greater sense of belonging in the community

Objectives

Countermeasures for
Passive mindset / Weak local network system

C³ **Step 1:** Recruit community members

C³ **Step 2:** Collect profiles of community members

Objective
To identify profile of community

C³ **Step 3:** Organize community activities

Objective
To form groups for continuous engagement

C³ **Step 4:** Identify community leaders

C³ **Step 5:** Train community leaders

Objective
To strengthen local network system

Objective-1

To identify profile of community: we need to find a way to gather community members through some activities. We will take this opportunity to collect their profile (e.g. Age, Gender, and Profession) and find out their interests.

Objective-2

To form groups for continuous engagement: from their profile, will group the community member to organize some activities based on the interest.

Objective-3

To strength local network system: in order to solve weak local network system, from the activities organized by the community member we want to identify community leaders to encourage the members regularly. After that we will provide leadership training so that they can lead their group member.

5.3.1 Overview of Hello Campaign!

Based on the sharings and discussions, the group has observed that most people living an urban lifestyle tend to socialize less with the community. The group thought that urban lifestyle do encourage people to socialize and interact, however it is not always with the community that they spend their time with. There is less opportunity for a common time and space where the community can get to know each other better and build social ties.

The Hello! Campaign will be a movement to connect people living in the same community. With the Hello! Campaign, local residents will be encouraged to come together, initiate conversations and engage in activities. It will be used as a tool to kickstart the mission of the project which is to strengthen social ties and foster a greater sense of belonging in the community.

5.3.2 Messages of Hello Campaign!

The Hello Campaign will convey following messages:

Message 1

"Say hello to one new person each day
for a month and make it a habit.
See how it changes your life."

The campaign will encourage the local community to start the habit of interacting with others and making it a habit.

Message 2
H: How are you?
E: Everything all right?
L: Like to hear from you
L: Love to talk to you
O: Obviously, I would like to see you again.

The acronym of HELLO only conveys that there are many ways to communicate and there are many words one can use to show interest in other people. The project is not limited to only using the words "hi" or "hello" to greet people. The main message of the project is for local community to interact with others.

Message 3

Walking makes you healthy. Saying hello makes you happy.
Join "Walk the Talk" and be healthy and happy.

Hello! Campaign will implement the "Walk the Talk" event wherein community members can come together and engage in an enjoyable walking activity.

5.3.3 Event Details

Target Group: Anyone aged 5 and above
Distance: 5 km
Time: 7AM - 10 AM
Registration Fee: USD 3.00

The registration fee of USD 3.00 will include a T-shirt, a set of stickers, water bottle and a towel.

One way of encouraging community members to participate is by giving the event invitations to school children and ask them to give it to their parents so they too can come with them on the event.

Registration fee for the Walk the Talk event will also have discount options for participants who register in groups and those who registered early.

5.3.4 Event Mechanics

A **"Walk the Talk" kit** will be given to the participants on the day of the event. It will contain colour coded Hello! Stickers and a pen. The colours of the stickers for each participant will be based on their age bracket. For instance, participants aged 5-12 years old will have yellow stickers while 13-18 will have blue stickers.

The stickers will say "Hello! My name is _____". Before the start of the walk, participants will be asked to write their names in the blank. As soon as the walk starts, they can stick or give the hello stickers to people that they greet and said hello to.

At the end of the walking activity, the stickers that the participants collected from the people they said hello to can be exchanged for finisher's medal.
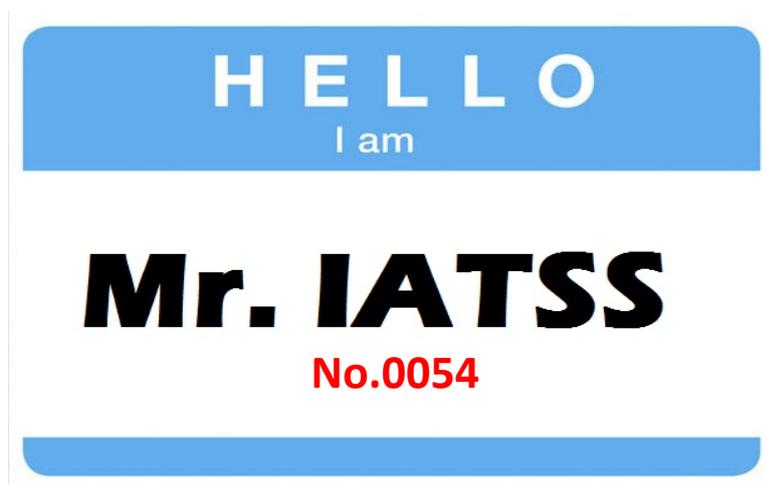
5.2.5 Location – Pilot in Myanmar

Why Mayangon Township in Myanmar is selected to pilot the Hello Campaign?
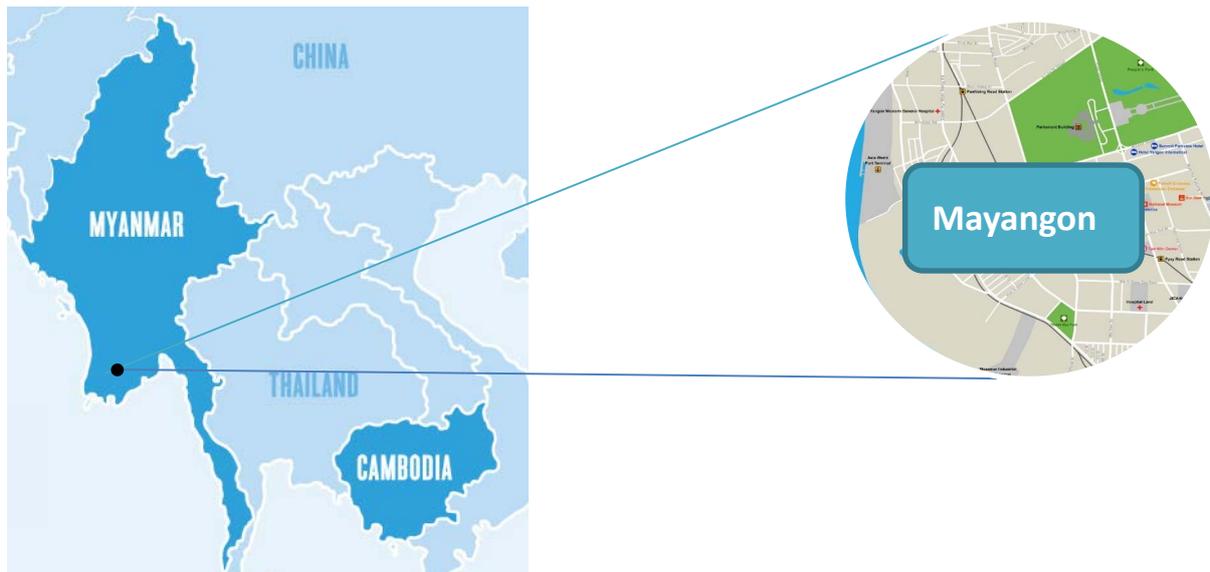
Regard to our discussion to the root causes of the reason why the weak social ties accrued in our modern life now a day and we have found out that we are facing the common problem that we are not aware of the benefit of our own community. The Hello Campaign! Would like to open up the conversation of the community and encourage to talk with people who are next to you eg. Neighbour.

We agreed to implement the Hello Campaign! in Mayangon as a pilot case because Mayangon become a trading city that people in the local community are facing the busy lifestyle of competition and for their better living in term of asset. However, they are unconscious that they are lack of interpersonal communicate with each other.

Moreover, due to the sharing idea from our Myanmar participant, Main clarifies the current problem that the local government is be able to provide the funding, however they are unaware of the benefit of the foster of local community, therefore the activities and the urban planning may not support or work hard enough to connect people together.

In addition, from the current situation above we agreed to implement the Hello Campaign in Myanmar, Mayangon as a pilot case because there are the potentials that we can work with the township and ward officers who organize community events and have easy access to resources and can connect with different stakeholders.

Basic information of Mayangon

Population size: Approximately 200,000 residents

No. of Ward Offices: 10

No. of Schools in Mayangon Township: 30 primary schools, 7 middle schools, 5 high school

i.   Action Plan

No	Step	Stakeholders	Resources	Time	Remark
1	Present the project to local government of Mayangone and government permit	Township officer (government official), Ward officer	Fund, Infrastructure	1 month	
2	Raise fund for event organizing	Private, IATSS, Township officer	Fund	2 months	
3	Event planning	private, volunteers, township (government official)	People, security, expertise (arrange for ambulance, security), information	1 month	
4	Implementation				
	*Recruitment *Promotion	Media (social media), daily journal, township, institution (school)	Publicity, space, info	1 month 1 week for daily journal	1. Participants need to register
	*Production of promotional materials: T-shirt, sticker *registration *setting up	Private

Volunteers Private, volunteers, township official, institution (hospital, school), local resident | People, infrastructure | | 2. participants take the kit

3. 2-3 days before the event |
| 5 | Actual event | Private, volunteers, township official, institution (hospital, school), local resident, media | People, information, publicity | | Half day |

Fom our discussion, we observed that people with an urban lifestyle tend to socialize less with the community. The Hello Campaign! will be a movement to connect people living in the same community and to identify their profile.

The following are the implementation steps of the Hello Campaign:

1. Sell/Present the project

Duration: 1 month

The IATSS Forum alumni representatives from Myanmar will present the Hello Campaign! to the local government of Mayangon Township. The alumni will first explain the details of the project to the Ward Officer* and then to the Township Officer*.

During this presentation, the alumni will try to "sell" the idea that starting conversations and using words like "hello" can make a change not just in the person's day but also in other people's lives. The alumni will convince and encourage the local government about the benefits of strong social ties in the community especially during disasters and crises.

The Hello Campaign! will use promotional strategies to spread the message that a simple hello can make great impact on the social ties of the local community.

It will be further explained that the project will involve a "Walk the Talk" activity as an avenue for the local community to know and interact with each other.

Once the local government unit decides to adopt the project, the IATSS alumni and the Township Officer will work together to must seek city approval or get clearance for the event

2. Raise fund for event organizing

Duration: 2 months

Upon the approval of the project, the alumni and the township will raise fund from the local government, private institutions and IATSS Forum to implement the campaign.

The local government can allot funds (when available) for the activities of the Hello Campaign. Also, the private institutions can sponsor the campaign to co-organize the event and give out free products/services as part of their corporate social responsibility (CSR). For instance, an energy drink company can sponsor free drinks during the "Walk the Talk" event.

3. Plan the event

Duration: 2 months

The campaign team will consist of the IATSS Forum Alumni from Myanmar, Township and the main sponsor. The main sponsor will be private companies who can help to co-organise the event as part of their sponsorship.

During this time, the campaign team will tap on various stakeholders in the community such as private companies, private institutions (such as schools and hospitals) and volunteers for the planning stage.

An intensive planning activity will be conducted by the campaign team to identify concerns such as promotional materials production, event registration schemes, security measures and "walk the talk" mechanics.

Sub-committees will also be created to address specific concerns. For instance, there will be a registration committee, security committee formed by the volunteers under the Township Office.

4. Implement

Firstly, the campaign team will set up registration booths where interested participants can inquire and register to the "Walk the Talk" event. During the registration, participants will be asked to provide basic information about themselves such as name, address, age, email address, telephone number, shirt size (for the free t-shirt), hobbies and interests. The interested participants will also pay the registration fee of $5 on the same day that they registered.

Through the social media, daily journal, and public institutions such as schools, the campaign team will also encourage people to participate in the event.

An Invitation to the "Walk the Talk" event will be given to schools and students will be asked to hand them to their parents. By doing this, parents will also be aware of the event and encouraged to participate as well.

Prior to the conduct of the activity "Walk the Talk", the IATSS alumni and the township will also promote the event to schools, government offices, private companies through flyers, advertisements on daily journal, social media, and word of mouth.

Setting up

Two to three days before the "Walk the Talk", the different stakeholders –public institutions, volunteers, township official, and local residents involved will come together to prepare for the event.

Walk the Talk mechanics

"Walk the Talk" is an activity of the Hello Campaign that aims to create an avenue for members of the local community to come together and initiate conversations with other people. The event is not just an ordinary walking activity. The mechanics of the activity is laid out in such a way that participants will interact with each other while enjoying the walk.

5. Monitoring:

To monitor the number of participants who attended the event, the campaign team will refer to the registration forms.

A 'feedback form' that will collect participant's opinions on the event will also be distributed after the walk. This will contain questions about how they interacted with other people during the event.

To monitor the number of interactions that each person had during the event, participants will be asked to submit the stickers they gathered in exchange for a finisher's medal.

Future Plan

To address the root cause of local network system in the urban community, we need a future plan. This plan will keep connect and get people stay in touch and organized community activities. To support the future plan, we need to develop a common interest database that contain information of commonalities of community member. We collect the community information from personal data from registration form on the "Walk the Talk Event". We also manage the sticker collected from sticker exchange from participants.

Step 3. Organize community activities

From the common interest database, we will organize community activities such as cooking demo, sports and family outing. Through these activities, local resident will interact more with their community.

Step 4. Identify community leaders

We will identify potential leaders from the communities' activities. This community leader will initiate more activities for future engagement.

Step 5. Train Community Leaders

Some of the community leader may have not leadership skill. We will conduct a set of training such as facilitation, communication, and team building. With these training, community leader will have a better ability to lead their group member

Key Performance Indicators

To monitor the local network system in the urban community, we need to establish key performance indicator to measure the improvement. We can gather the information from number of activities organized, number of repeat participants, and number of sub-groups organized, and number of potential leaders identified

Possible challenges & contingency plans
- Lack of participation
- More promotion, brochures, advertise in the daily journal
- Free for students, because it's part of the school curriculum and parents should join the activities
- Financial support (sponsorship): Hello Campaign will be held on the agreed between the sponsors
- Case of wet weather: Hello Campaign implementation in summer time: Apr-Jun
- Getting the cooperation from all stakeholders

6. Part C

6.1 Lessons Learnt from Group Study

- Understand different perspectives. Our team member come from 7 countries with different background and culture. Some of us may see things from different perspective. These situation is a good things that help in the discussion.
- Keep team alignment. It is important to keep team member aware of group objective, so that we have the same understanding.
- Overcome language barrier. English is not mother language in most of team member. Also the different accent, sometime make the discussion take more time in order to get the same understanding.
- Get consensus among team members. Consensus is important to accommodate team member ideas and thought. Once we get the consensus, team member tend to take ownership of the task given.
- Be patient. During the group study, team member learn how to be patient. Some activities such as listening the other team member ideas, seek clarification, and consume a lot of time. And because, we think that consensus is important, some time we never get all what we want.
- Give an opportunity to other team members. Some of team member have ability to complete the task, but they decided to give other member to contribute and share the responsibility.
- Be more confident. Some of team members improve their ability to express and raise their voice during the group study. Team members also learn how to present in the good manner.
- Focus on the process, not the result.

6.2 Challenges in our Group Study and how we overcome?

Challenge	Solution
Frustration and disappointment due to difficulty in expressing ideas	- Seek clarification - Explain ideas through drawings and illustrations - Encouragement
Difficulty to put big concepts or ideas into report or presentation	- Recap the group study objective
Silent conflict (you want to share some things but you hesitate to voice it out)	- Observation, Sensitivity,